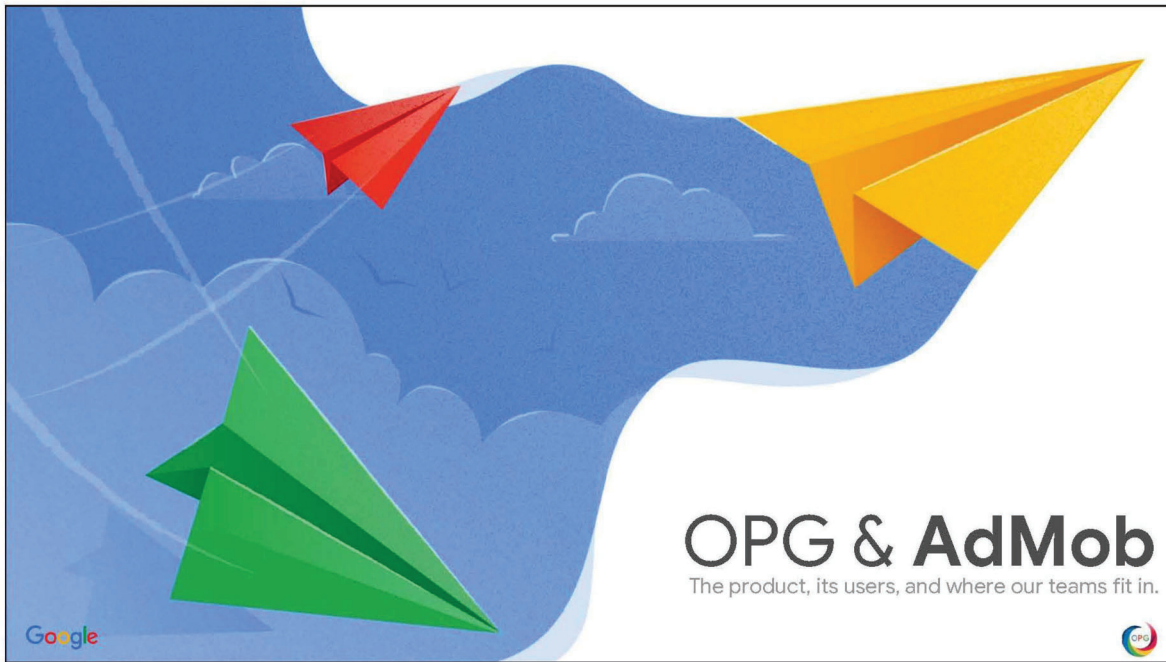




# **Plaintiffs' Exhibit 10**







## What's AdMob?





**A service for mobile app developers to create ad units.**  
Ad units designate space within an app to publish ads. Those units make up a publisher's inventory.




**An ad network full of advertisers wanting to buy ad space.**  
Advertisers want to get ads in front of the right users on quality apps. Publishers want the right, quality ads.



**A mediation platform that maximizes publisher revenue.**  
Optimization algorithms mediate multiple ad networks bidding on ad space, serving the highest paying ad.



OPG: Fund the world's information by enabling content creators.



## Who uses AdMob and why?

Mobile app developers who only develop mobile apps.

They use AdMob because it's built specifically for mobile apps, making monetization quick & easy.

Android



iOS

Unity

C++

Flutter

AdMob API



Proprietary + Confidential

# AdMob vs Ad Manager?

Ad Serving

Targeting

Settings

Goal

Inventory


Language, Geo, Carrier, Devices, Demo, creative level


1<sup>st</sup> party data, audience-based, App


Day-parting, Pacing, Creative rotation


Impressions, Clicks, % of traffic, Viewable impressions


Programmatic Direct
































Cross-platform and direct sales

Google Ad Manager is an ad management platform for publishers who want to monetize their web and app inventory and/or have significant direct sales.

Ad Manager is for you if you need:

- A central place to monetize all of your inventory types (websites, mobile apps, videos, or games)
- To run programmatic and direct deal ad campaigns from buyers
- To use third-party networks to compete for ad inventory
- More complex reports to gain granular insights

[Compare Ad Manager, AdSense, and AdMob](#)

Google